



7th Annual International Colloquium on Branding
29-31 July & 1 August 2019, Athens, Greece

Organized by the Business & Law Division & the Economics Unit of ATINER

Sponsored by the Athens Journal of Business & Economics

Conference Venue: Titania Hotel, 52 Eleftheriou Venizelou (ex Panepistimiou) Street, Athens, Greece (close to metro station *Panepistimio*)

Monday 29 July 2019

07:50-08:40 Registration and Refreshments

08:45-09:15 (Room B - 10th Floor): Welcome and Opening Address by Gregory T. Papanikos, President, ATINER.

09:15-11:00 Session I (Room B - 10th Floor): Brand-Centric Individual and Collective Relationships

Chair: Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong.

1. Raymond Liu, Professor, University of Massachusetts Boston, USA, Jurui Zhang, Assistant Professor, University of Massachusetts Boston, USA, Haiping Xu, Associate Professor and Chair, University of Massachusetts Dartmouth, USA & Richard de Groof, PhD Student, University of Massachusetts Dartmouth, USA. An Empirical Study of Consumer Brand Advocacy in the Digital Community Environment.
2. Zhimin Zhou, Professor, Shenzhen University, China, Ge Zhan, Lecturer, Lingnan University, China & Nan Zhou, Professor, Shenzhen University, China. Authenticity in Online Brand Community: Antecedents and Consequences.
3. Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA & Cristobal Sanchez Ruz, PhD Student, Universidad Privada Boliviana, Bolivia. The Role of Cultural Values in Shaping Consumer-Brand Relationships.

11:00-12:30 Session II (Room B - 10th Floor): Brands and their Consumers

Chair: Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.

1. Sandrine Prom Tep, Associate Professor, Université du Québec à Montréal (UQAM), Canada. The Impact of Product Placement on Branding in Online Video Game Streaming: An Eye-Tracking Study.
2. Paula Rodrigues, Associate Professor, Lusíada University - North, Portugal & Paula Costa, PhD Student, Universidade Portucalense, Portugal. Counterfeit Branded Luxury Goods: Consumers Differences Perceptions between New and Old Luxury Brands.
3. Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong. Exploring Millennials' Perceptions about Co-branding in Promotions.

12:30-14:00 Session III (Room C - 10th Floor): Entrepreneurship & Other Issues

Chair: Saul Newman, Professor, Flinders University, Australia.

1. Raihan Taqui Syed, Director – Center for Entrepreneurship and Business Incubation, Modern College of Business and Science, Oman & Hesham Magd, Head of Department, Business and Economics, Modern College of Business and Science, Oman. Academic Entrepreneurship and Edupreneurship within Entrepreneurial Ecosystem: Thematic Review of the Literature.
2. Vivek Pani Gumparthi, Research Scholar, Indian Institute of Management Kashipur, India. Bibliometric Analysis of Brand Experience.
3. Duygu Celebi, Research Assistant, Yasar University, Turkey, Ige Pirnar, Chair, Department of Business Administration, Yasar University, Turkey & Engin Deniz Eris, Associate Professor, Dokuz Eylul University, Turkey. Bibliometric Analysis of Social Entrepreneurship in Gastronomy.
4. Marketa Svarcova, Junior Researcher, Institute of Sociology, Czech Academy of Sciences, Czech Republic & Romana Markova Volejnickova, Junior Researcher, Institute of Sociology, Czech Academy of Sciences, Czech Republic. Precarity in Women Entrepreneurship in Regional Context of Czech Republic.

14:00-15:00 Lunch

15:00-16:30 Session IV (Room C - 10th Floor): Innovation

Chair: Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia.

1. Ahmad Rosli, PhD Student, The University of Queensland, Australia & Sarel Gronum, Lecturer, The University of Queensland, Australia. Open Innovation, Absorptive Capacity, and Performance in Australian Biotech SMEs.
2. Pascal Boer, Student, Hochschule Konstanz - University of Applied Sciences, Germany & Ditmar Ihlenburg, Professor, Hochschule Konstanz - University of Applied Sciences, Germany. How do Companies Engage in Cooperation on Product and Process Innovation in the Context of the Transformation to an Industry 4.0? – Quantitative Study of European Companies in the Secondary Sector Focusing on SMEs.

16:30-18:00 Session V (Room C - 10th Floor): Special Topics on Educational Issues

Chair: Cleopatra Veloutsou, Professor of Brand Management, University of Glasgow, UK.

1. Ken Roberts, Emeritus Professor, University of Liverpool, UK. Transitions from Education to Work and non-Work in Saudi Arabia.
2. Marco Mazzocca, PhD Student, University of Padua, Italy & Paolo Sommaggio, Associate Professor, University of Trento, Italy. The Importance of the Socratic Debate in the Academic Education. The Case of the University of Trento.
3. Mei Hua Kerry Hsu, Lecturer, Macao Polytechnic Institute, Macao. The Need of Disaster Preparedness in Nursing Education.

21:00-23:00 Greek Night and Dinner

Tuesday 30 July 2019

08:00-11:00 Session VI: An Educational Urban Walk in Modern and Ancient Athens

Group Discussion on Ancient and Modern Athens.

Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

11:30-13:00 Session VII (Room B - 10th Floor): Personal Branding

Chair: Paulo Lencastre, Professor, Católica Porto Business School, Portugal.

1. Musa Pinar, Professor, Valparaiso University, USA. Determinants of Developing Strong Personal Branding: An Exploratory Study with Turkish University Millennials.
2. Christopher Pich, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Guja Armannsdottir, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Maria Palazzo, Lecturer, Università degli Studi di Salerno, Italy, Agostino Vollero, Lecturer, Università degli Studi di Salerno, Italy. It's all about Entertainment: The Rise of Celebrity Political Brand Equity in Italy from a Young Voter Perspective.
3. Guja Armannsdottir, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK, Stuart Carnell, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK & Christopher Pich, Senior Lecturer, Nottingham Business School - Nottingham Trent University, UK. Exploring Personal Political Brand Identities of Iceland's Parliamentarians.
4. Ning Zhang, Assistant Professor, Shenzhen University, China, Chunqun Liu, Graduate Student, Shenzhen University, China & Nan Zhou, Professor, Shenzhen University, China. Adopt the Spokescharacter Intercepted or Integrated? The Role of Perceived Visual Interactivity in Designing the Launcher Icon of Applications.

13:00-14:30 Session VIII (Room B - 10th Floor): Economic Development

Chair: James Clark, Professor, The University of Winnipeg, Canada.

1. Demos Vardiabasis, Professor, Pepperdine University, USA. Foreign Direct Investment Decisions and Financial Market Performances.
2. Bernard Gauthier, Professor, HEC Montreal, Canada & Frederic Lesne, Researcher, CERDI, Université Clermont Auvergne, France. Measuring Corruption in Presence of Reticent Respondents: Theory and Application.
3. Claudia Popescu, Professor, Bucharest University of Economic Studies, Romania. Assessing the Potential for Local Development in a Peripheral Region. Case Study: The Lower Danube Region.
4. Machya Astuti Dewi, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia, Sri Issundari, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia, Iva Rachmawati, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia & Meilan Sugiarto, Lecturer, Universitas Pembangunan Nasional Veteran Yogyakarta, Indonesia. Developing Border Tourism in Sota, Merauke through Tourism Festival.

14:30-15:30 Lunch

15:30-17:00 Session IX (Room B - 10th Floor): Brand Tactics

Chair: Musa Pinar, Professor, Valparaiso University, USA.

1. Paulo Lencastre, Professor, Católica Porto Business School, Portugal, Cosme Almeida, Executive Director, Católica Porto Business School, Portugal, Ana Corte-Real, Professor, Católica Porto Business School, Portugal & Nuno Corte-Real, Professor, Católica Porto Business School, Portugal. Brand Mascots Taxonomy.
2. Ria Wiid, Senior Lecturer, University of Worcester, UK. Branding and Consumer Touchpoints.
3. Christina Bosse, Research Assistant, University of Applied Sciences Osnabrueck, Germany. The Role of "Slow Events" for Sustainable Destination Development - A Conceptual and Empirical Review.
4. Rasha Ali Alshehre, PhD Student, University of Dundee, UK. Handwritten Typefaces in Advertising.

20:30-22:00 Dinner

**Wednesday 31 July 2019
Mycenae and Island of Poros Visit
Educational Island Tour**

**Thursday 1 August 2019
Delphi Visit**

**Friday 2 August 2019
Ancient Corinth and Cape Sounion**

All ATINER's conferences are organized by the [Academic Council](#). This conference has been organized with the assistance of the following academics, who contributed by a) setting up the program b) chairing the conference sessions, and/or c) reviewing the submitted abstracts and papers:

1. Gregory T. Papanikos, President, ATINER & Honorary Professor, University of Stirling, UK.
2. Cleopatra Veloutsou, Professor of Brand Management, University of Glasgow, UK.
3. Paulo Lencastre, Professor, Católica Porto Business School, Portugal.
4. Musa Pinar, Professor, Valparaiso University, USA.
5. James Clark, Professor, The University of Winnipeg, Canada.
6. Saul Newman, Professor, Flinders University, Australia.
7. Khaled Aboulnasr, Associate Professor, Florida Gulf Coast University, USA.
8. Fanny Fong Yee Chan, Assistant Professor, Hang Seng University of Hong Kong, Hong Kong.
9. Kathy Karatasas, Program Manager Multicultural Child and Family Services, Settlement Services International, Australia.